

## CLAIMS

1. In a computer system comprising a client component in communication with a server component, the server component configured to receive a request from the client component  
5 and serve content to the client component responsive to the request, the content being related to a web site stored on the server component, the client component executing a computer program configured to process the content received from the server component to create a graphical display representative of a portion of the web site, the web site including first and second pages, the first page including at least one item which a user may select for purchase, the  
10 second page including at least one item selected for purchase by the user from the at least one item on the first page, a method comprising an act of:  
  - (A) serving, by the server component, content to the client component, the content being related to the first page of the web site, the content containing at least one command, wherein the at least one command, when executed by the computer program, causes an input  
15 mechanism included in the graphical display to be populated with a quantity value when the user indicates that an item corresponding to the input mechanism is selected for purchase, the quantity value indicating the quantity of the item for purchase.
2. The method of claim 1, wherein the act (A) further includes updating, by the user, the  
20 quantity value with which the input mechanism is populated.
3. The method of claim 1, wherein the act (A) further comprises serving content containing at least one command which, when executed by the computer program, causes a corresponding input mechanism for each of a plurality of items to be populated with a  
25 respective quantity value when the user indicates that the respective item is selected for purchase, and wherein the method further comprises acts of:  
  - (B) receiving, by the server component, a request from the client component to serve the second page of the web site; and
  - (C) serving, by the server component, the second page, wherein the second page  
30 includes the plurality of items and the respective quantity value for each of the plurality of items.

4. The method of claim 3, wherein the act (A) further includes updating, by the user, a quantity value for one of the plurality of items selected, and wherein the act (C) further includes serving the second page including the updated quantity value for the corresponding item.

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5. The method of claim 1, wherein the act (A) further includes the user indicating that an item is selected for purchase via the input mechanism.

6. The method of claim 1, wherein the server component and the client component  
10 comprise separate computer systems, and wherein the client is in communication with the server component via a computer network.

7. The method of claim 1, wherein the client component comprises one of a personal computer, personal digital assistant, cellular phone and television.

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8. The method of claim 1, wherein the act (A) further includes, upon receiving the user's indication, a comparison between a current value with which the input mechanism is then populated and a default value, and

if the current value equals the default value, causing the input mechanism to be  
20 populated with a quantity value; or

if the current value does not equal the default value, leaving the input mechanism populated with the current value.

9. The method of claim 8, wherein the quantity value does not equal the current value.

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10. The method of claim 1, wherein the quantity value is determined based on a previous interaction between the user and the web site.

11. The method of claim 10, wherein the previous interaction comprises a purchase of the  
30 item.

12. The method of claim 11, wherein a record of the purchase is maintained in a data structure stored on the server component, wherein the data structure is queried to determine a parameter, wherein the parameter is reflected in the command, and wherein the command, when executed, causes the input mechanism to be populated with a quantity value based on the parameter.

13. The method of claim 1, wherein the act (A) further includes, after receiving the user's indication, giving the input mechanism a focus, wherein the focus specifies that the input mechanism will receive the next input by the user to the computer program.

14. The method of claim 1, wherein the content comprises data which is provided to the client component in a format conforming to a markup language convention.

15. The method of claim 14, wherein the markup language comprises at least one of HTML, XML and WML.

16. The method of claim 1, wherein the computer program is a browser application, and wherein the browser application is configured to process the content served by the server component to create a graphical display for a user.

17. The method of claim 1, wherein the at least one command is executed by the computer program without first compiling the at least one command into machine language format.

18. At least one computer-readable medium encoded with instructions for performing a method in a computer system comprising a client component in communication with a server component, the server component configured to receive a request from the client component and serve content to the client component responsive to the request, the content being related to a web site stored on the server component, the client component executing a computer program configured to process the content received from the server component to create a graphical display representative of a portion of the web site, the web site including first and second pages, the first page including at least one item which a user may select for purchase, the second page including at least one item selected for purchase by the user from the at least one item on the first page, a method comprising an act of:

(A) serving, by the server component, content to the client component, the content being related to the first page of the web site, the content containing at least one command, wherein the at least one command, when executed by the computer program, causes an input mechanism included in the graphical display to be populated with a quantity value when the user indicates that an item corresponding to the input mechanism is selected for purchase, the quantity value indicating the quantity of the item for purchase.

19. The at least one computer-readable medium of claim 18, wherein the act (A) further includes updating, by the user, the quantity value with which the input mechanism is populated.

20. The at least one computer-readable medium of claim 18, wherein the act (A) further comprises serving content containing at least one command which, when executed by the computer program, causes a corresponding input mechanism for each of a plurality of items to be populated with a respective quantity value when the user indicates that the respective item is selected for purchase, and wherein the method further comprises acts of:

(B) receiving, by the server component, a request from the client component to serve the second page of the web site; and

(C) serving, by the server component, the second page, wherein the second page includes the plurality of items and the respective quantity value for each of the plurality of items.

21. The at least one computer-readable medium of claim 20, wherein the act (A) further includes updating, by the user, a quantity value for one of the plurality of items selected, and wherein the act (C) further includes serving the second page including the updated quantity value for the corresponding item.

22. The at least one computer-readable medium of claim 18, wherein the act (A) further includes the user indicating that an item is selected for purchase via the input mechanism.

23. The at least one computer-readable medium of claim 18, wherein the server component and the client component comprise separate computer systems, and wherein the client is in communication with the server component via a computer network.

24. The at least one computer-readable medium of claim 18, wherein the client component comprises one of a personal computer, personal digital assistant, cellular phone and television.

5 25. The at least one computer-readable medium of claim 18, wherein the act (A) further includes, upon receiving the user's indication, a comparison between a current value with which the input mechanism is then populated and a default value, and

if the current value equals the default value, causing the input mechanism to be populated with a quantity value; or

10 if the current value does not equal the default value, leaving the input mechanism populated with the current value.

26. The at least one computer-readable medium of claim 25, wherein the quantity value does not equal the current value.

15 27. The at least one computer-readable medium of claim 18, wherein the quantity value is determined based on a previous interaction between the user and the web site.

20 28. The at least one computer-readable medium of claim 27, wherein the previous interaction comprises a purchase of the item.

29. The at least one computer-readable medium of claim 28, wherein a record of the purchase is maintained in a data structure stored on the server component, wherein the data structure is queried to determine a parameter, wherein the parameter is reflected in the  
25 command, and wherein the command, when executed, causes the input mechanism to be populated with a quantity value based on the parameter.

30 30. The at least one computer-readable medium of claim 18, wherein the act (A) further includes, after receiving the user's indication, giving the input mechanism a focus, wherein the focus specifies that the input mechanism will receive the next input by the user to the computer program.

31. The at least one computer-readable medium of claim 18, wherein the content comprises data which is provided to the client component in a format conforming to a markup language convention.

5 32. The at least one computer-readable medium of claim 31, wherein the markup language comprises at least one of HTML, XML and WML.

33. The at least one computer-readable medium of claim 18, wherein the computer program is a browser application, and wherein the browser application is configured to process  
10 the content served by the server component to create a graphical display for a user.

34. The at least one computer-readable medium of claim 18, wherein the command is executed by the computer program without first compiling the command into machine language format.

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35. A server component in a system comprising a client component in communication with the server component, the client component executing a computer program configured to issue a request to the server component and process content received from the server component to create a graphical display representative of a web site for a user, the server component  
20 including:

a storage component for storing the web site, the web site including first and second pages, the first page including at least one item which a user may select for purchase, the second page including at least one item selected for purchase by the user from the at least one item on the first page;

25 a request controller to receive the request from the client component; and

a content controller for serving the content to the client component responsive to the request, the content being related to the first page of the web site, the content containing at least one command, wherein the at least one command, when executed by the computer program, causes an input mechanism included in the graphical display to be populated with a  
30 quantity value when the user indicates that an item corresponding to the input mechanism is selected for purchase, the quantity value indicating the quantity of the item for purchase.

36. The server component of claim 35, wherein the content controller further serves content containing at least one command which, when executed by the computer program, causes a corresponding input mechanism for each of a plurality of items to be populated with a respective quantity value when the user indicates that the respective item is selected for  
5 purchase, the request controller receives a request from the client component to serve the second page of the web site, and the content controller serves, in response to the request, the second page, wherein the second page includes the plurality of items and the respective quantity value for each of the plurality of items.

10 37. The server component of claim 35, wherein the server component and the client component comprise separate computer systems, and wherein the client is in communication with the server component via a computer network.

38. The server component of claim 35, wherein the at least one command, when executed,  
15 performs a comparison, upon receiving the user's indication, between a current value with which the input mechanism is then populated and a default value, and:  
if the current value equals the default value, causes the input mechanism to be populated with a quantity value; or  
if the current value does not equal the default value, leaves the input mechanism  
20 populated with the current value.

39. The server component of claim 38, wherein the quantity value does not equal the current value.

25 40. The server component of claim 35, wherein the quantity value is determined based on a previous interaction between the user and the web site.

41. The server component of claim 40, wherein the previous interaction comprises a purchase of the item.

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42. The server component of claim 41, further comprising a data structure in which a record of the purchase is maintained, wherein the content controller queries the data structure to determine a parameter, wherein the at least one command reflects the parameter, and

wherein the at least one command, when executed, causes the input mechanism to be populated with a quantity value based on the parameter.

43. The server component of claim 35, wherein the at least one command, when executed  
5 by the computer program, upon receiving the user's indication, give the input mechanism a focus, wherein the focus specifies that the input mechanism will receive the next input by the user to the computer program.
44. The server component of claim 35, wherein the content controller serves content  
10 comprising data in a format conforming to a markup language convention.
45. The server component of claim 44, wherein the markup language comprises at least one of HTML, XML and WML.
- 15 46. The server component of claim 35, wherein the at least one command is executed by the computer program without first compiling the command into machine language format.